

The Role of Digital Leadership Capabilities in Enterprise-Wide Digital Transformation

Philipp Goetzinger

PhD, Business Economics in Digital Environment, University of Dubrovnik & University of
Zagreb

Abstract

Digital transformation has shown to be effective in organizational success at a time of unforeseen technological advancement. The study looks into the digital leadership capabilities and the successful digital transformation initiatives, with attention to why over 80% of digital transformations do not achieve the set objectives. A comprehensive literature review and bibliometric analysis of journal articles published between 2021 and 2025. The study investigates digital leadership dimensions, transformational leadership, strategic agility, collaborative network leadership, and technological proficiency. There is a significant concentration of research in China and European nations, with critical gaps in digital leadership and its impact on given organizational functions. The study finds that there are limitations in existing literature, such as an overemphasis on theoretical framework rather than empirical evidence, a bias towards developed economies, and a lack of standardization in measuring digital leadership effectiveness. Not only does the paper contribute to the growing body of knowledge, it also highlights areas that need future investigations.

Keywords: Digital Leadership, Enterprise Digital Transformation, Strategic Agility, Technological Proficiency, Collaborative Network Leadership, Change Management, Innovation, Organizational Culture, Digital Transformation Failures, Leadership Capabilities

Supervisors:

Prof. Ph.D, Mario Spremić, and Prof. Božidar Jaković